Storefront for Art and Architecture presents

Architecture for Benetton: a conversation between **Tadao Ando** and **Alessandro Benetton**
moderator **Mark Wigley**

Wednesday 14 December at 6:30

The New York Public Library Trustees Room
Fifth Avenue and 42nd Street New York City

rsvp 646.610.2377

Tadao Ando was born in Osaka, Japan in 1941 and founded Tadao Ando Architect & Associates in 1969. Although self-taught, he has held professorships at the University of Tokyo, Harvard, Yale and Columbia. In 1995 Mr. Ando won the prestigious Pritzker Architectural Prize. His buildings can be found throughout the world and include Fabrica, Benetton's research center on communications. His drawings have been exhibited at the Museum of Modern Art, New York (1991), the Centre Pompidou, Paris (1993), and the National Museum of Contemporary Art, Seoul (1998). Mr. Ando currently lives and works in Osaka.

Alessandro Benetton is Chairman and Founder of 21 Investimenti SpA. He is Vice-Chairman of Benetton Group SpA. He lives with his wife and children in Treviso, Italy in the "Invisible House" designed by Mr. Ando.

Mark Wigley is Dean of the Graduate School of Architecture, Planning and Preservation, Columbia University.

Storefront for Art and Architecture was founded in 1982. An internationally recognized nonprofit organization located in New York City, it is committed to advancing innovative positions in architecture, art and design. As a public forum, Storefront explores vital issues in art and architecture with the intent of raising public awareness of and interest in contemporary design.

97 Kenmare Street
New York, NY 10012
tel 212.431.5795
fax 212.431.5755
www.storefrontnews.org

Storefront
for
Art and Architecture

DESIGN SYNERGY SERIES:

ARTCHITECTS AND INDUSTRY LEADERS DISCCUSS THEIR COLLABORATION AND DESIGN PHILOSOPHIES

INNAGURAL EVENT: BENETTON AND ANDO DISCUSSION

Event: Wednesday, December 14, 2005
Time: 6 pm
Venue: TBD (possible venues include The University Club, 54th & Fifth Avenue)

Event Synopsis: Discussion between Mr. Benetton and Mr. Ando, moderated by a prominent figure from the design community, for an select audience of 100+ decision makers and press from the architecture, design and business communities. The panel discussion will focus on the nature of their collaborations, their respective design philosophies and the projects they produce together. A visual presentation of the built work will accompany the discussion. A reception will follow the discussion to provide the attendees an opportunity to meet the participants and discuss issues raised at the event. The proceedings will be documented for Storefront's archive.

A dinner for select guests to follow at The Modern, (MOMA).

STOREFRONT FOR ART AND ARCHITECTURE

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Tadao Ando Architect & Associates
5-23, Toyosaki 2-Chome, Kita-ku,
Osaka 531-0072 Japan
Tel/ 81 6 6375 1148
Fax/ 81 6 6374 6240

Ms. Sarah Herda
Exective director
Storefront for Art and Architecture
97 Kenmare Street
New York, NY 10012
U.S.A.
Tel: +1 212 431 5795
Fax: +1 212 431 5755

Chisato Kodaira
Tadao Ando Architect & Associates
5-34 Toyosaki 2-Chome,
Kita-ku Osaka 531-0072
Japan
Tel: +81 6 6375 1148
Fax: +81 6 6374 6240

Osaka, December 8th, 2005
Re: the file for projection at the Lecture in New York

Dear Ms. Sarah Herda,

Herewith enclosed is the power point file that is exhibited at the Tadao Ando Lecture on December 14th.
Would you please preview it and check whether something is wrong with the file?

We greatly appreciate your cooperation.
If you have any questions, please feel free to contact Yano soon.
Sincerely,

Chisato Kodaira
Tadao Ando Architect & Associates
in Behalf of Tadao Ando and Masataka Yano

STOREFRONT FOR ART AND ARCHITECTURE

November 9, 2005

Danielle Schmidt
Special Events Coordinator
The New York Public Library
Fifth Avenue @ 42nd Street
New York, NY 10018
F: (212) 642-0100

Dear Danielle,

As per our conversation, I am writing to confirm that we would like to reserve the Trustee Room for an event on December 14, 2005. The event will be comprised of a discussion and reception for 100-125 people. The event will run between 6:30 and 9:30 p.m., cocktails and hors d'oeuvres will be served at the reception.

Please make the contract in the name of Carlo Tunioli, Benetton USA, our partner in this event.

Please do not hesitate to contact me if you have any questions or if you need any additional information. You can reach me at the gallery at 212.431.5795.

Thanks so much for your help so far and I look forward to working with you in this event.

Best regards,

Sarah Herda
Director

97 Kenmare Street, New York, NY 10012 tel. 212.431.5795 fax 212.431.5755 e-mail info@storefrontnews.org
Founded in 1982, Storefront for Art and Architecture is a nonprofit organization committed to the advancement of art, architecture and design.

ABIGAIL KIRSCH

October 26, 2005

Sara Herda
Storefront for Art and Architecture
97 Kenmare Street
New York, NY 10012

Dear Sara,

It was a pleasure to speak with you regarding your upcoming Cocktail Reception to be held on Wednesday, December 14, 2005 at the New York Public Library. We would be delighted to assist you with this event!

Over twenty-five years of catering and event management have honed our sensibilities and skills to a fine art. The value of this experience cannot be underestimated. It is your insurance for a smoothly-run, successful event.

This combination of planning and execution combined with the high quality of our food and service distinguishes an Abigail Kirsch celebration from all others.

On the following pages, please find our proposal of menu and service. I am happy to make adjustments to this proposal after logistics are decided. Do not hesitate to phone with any questions.

We look forward to the opportunity of working with you and to the wonderful celebration that lies ahead. We also wish to thank you for your consideration and for permitting us to share in your plans.

Most Sincerely,

Isam Culver

Enclosures

71 WEST 23rd STREET SUITE 1611
NEW YORK, NY 10010
PHONE: (212) 696-4076 FAX: (212)

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Mr. Tadoa Ando
c/o Mr. Masataka Yano

December 1, 2005

Dear Mr. Yano,

Please let me introduce myself, I am the Executive Director of the Storefront for Art and Architecture, the host institution for the event on December 14, 2005. We are honored to host a discussion between Mr. Tadoa Ando and Mr. Alessandro Benetton ~~to~~ for an intimate audience in New York.

As Mr. Marder has discussed with you, the event is for a very select group of influential individuals from the architecture, art and business communities. It is the first in a series of events that we will produce that explore the relationship between internationally recognized architects and their clients. The focus of the event on December 14th will be the design philosophies of Mr. Ando and Mr. Benetton and the projects they have realized together, as well as to celebrate the publication of the new book "Architecture for Benetton."

I understand that you had some concern over the format of the program. Unfortunately, we can not extend the presentation of Mr. Ando to 50 minutes, as we have a schedule we will need to follow. However I can increase the time of Mr. Ando's presentation to 30 minutes (from 15-20 as originally scheduled). As this Unlike traditional academic lectures, this event will comprise of short presentations and a moderated discussion. The entire program is scheduled to last for one hour and 20 minutes, with a reception to follow where attendees will have the opportunity to meet with the speakers and discuss the work presented.

The program for the evening will be the following:

6:30 PM	Event starts, greet guests
6:45 PM	Storefront Board Member Welcomes Audience
	Mark Wigley introduces Mr. Ando and Mr. Benetton (5 min)
6:50 PM	Mr. Ando presents work, including Fabrica & Invisible House (30 min)
	Mr. Benetton presents Fabrica (15 min)
7:35 PM	Conversation between Ando & Benetton,
	moderated by Mr. Wigley (20 min)
7:55 PM	Reception
8:45 PM	Event ends

Please let me know if you have any questions or if you require additional information.

We are tremendously excited about this event and look forward to a great success.

Sincerely yours,

Sarah Herda
Executive Director

Bathroom	floor	
	heater	
	sink	100
	labor	200
	hardware	
	paint	